Fig 1A

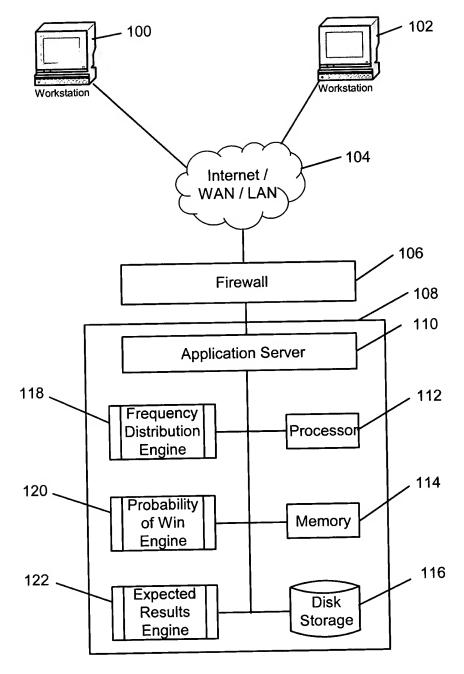
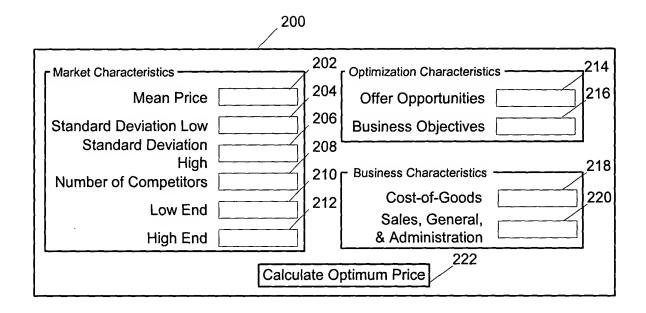


Fig 1B 132 130 **Frequency Distribution Engine** Menu Price vs. Frequency Frequency **Price** 134 136 **Probability of Win Engine Expected Results Engine** Price vs. Probability Expected Results Table of Win Probability Units Mean Gross Sold Income COGs Profit SG&A EBIT Price Price Probability price, u price<sub>2</sub> Win price<sub>3</sub> u u price<sub>4</sub> u price<sub>s</sub> Price u price<sub>6</sub> u price, u price<sub>8</sub> Price vs. Adjusted Probability of Win Adjusted Probability Win Price

## Fig 2



## Fig 3A

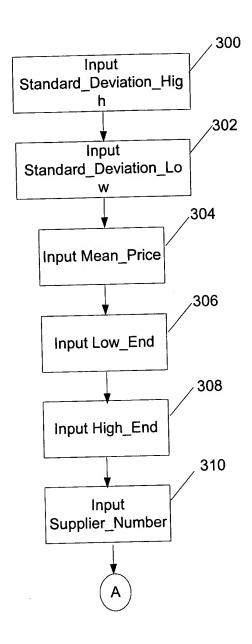
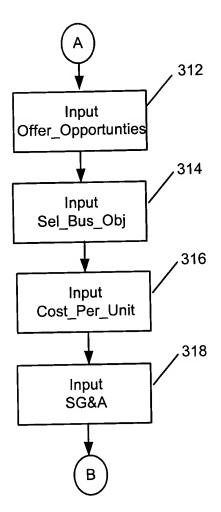
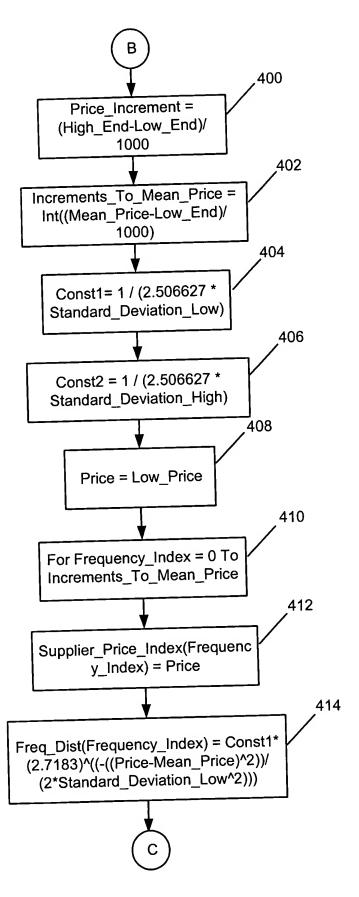


Fig 3B







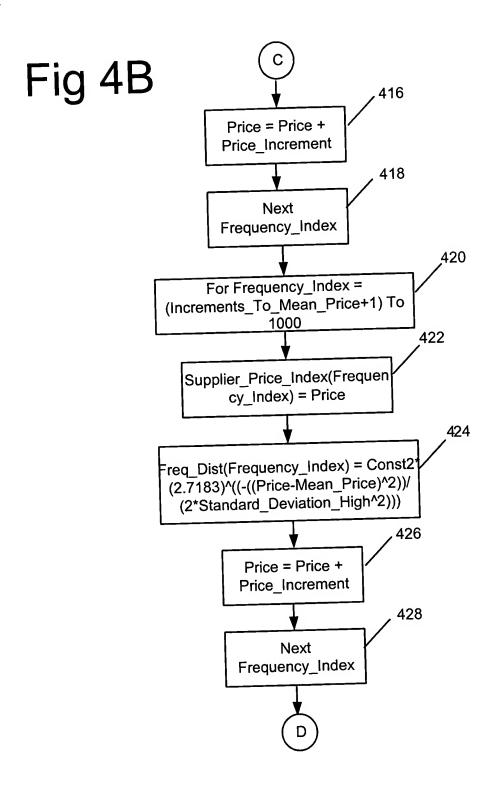
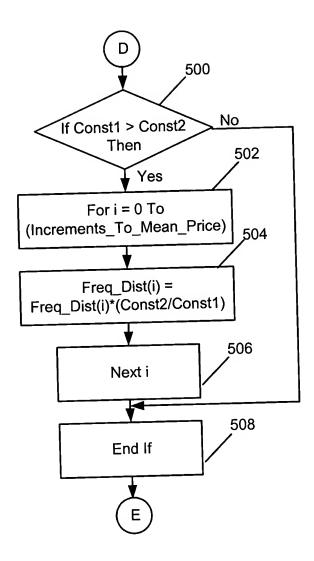
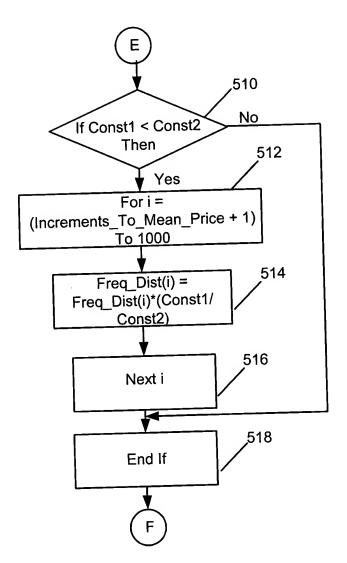


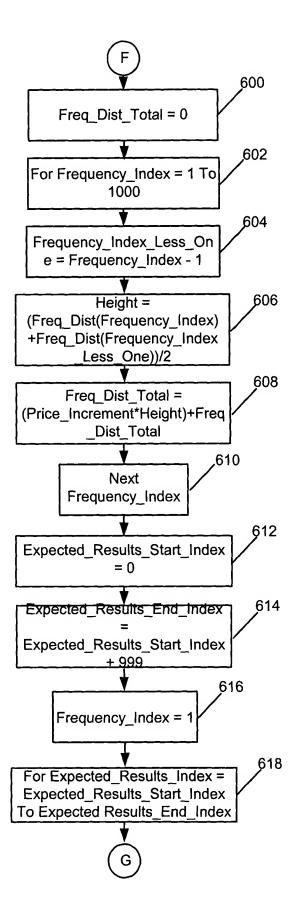
Fig 5A



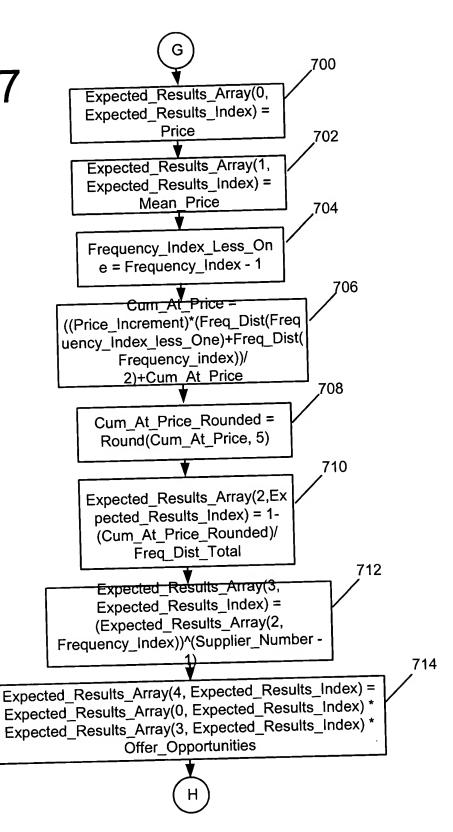
## Fig 5B



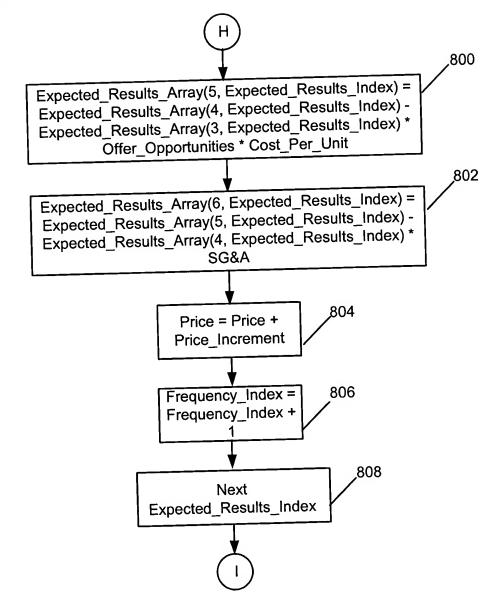








## Fig 8





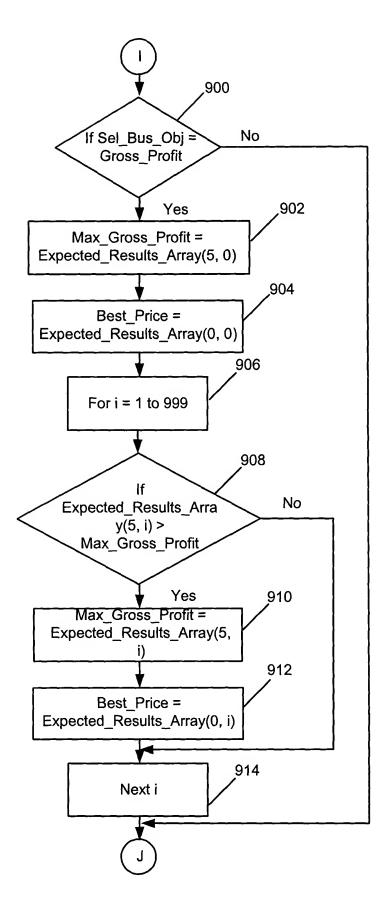
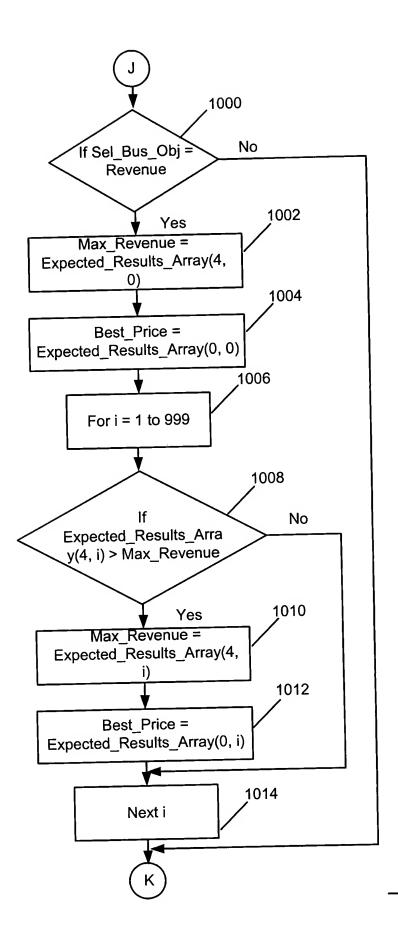


Fig 10



| Fig 11

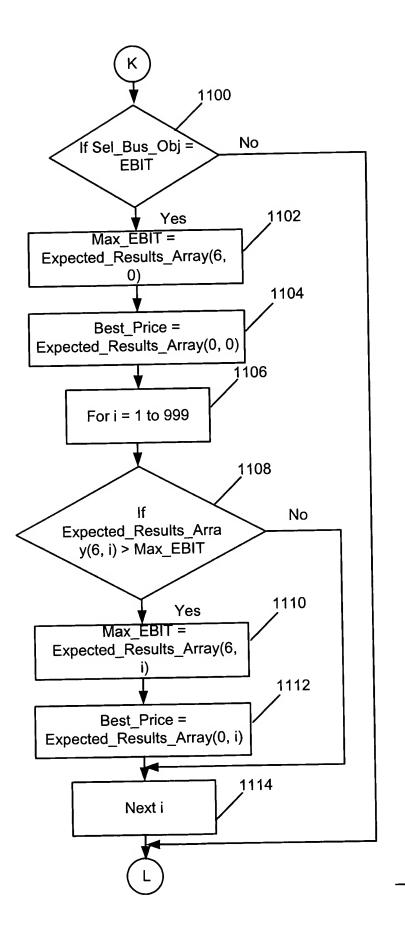


Fig 12A

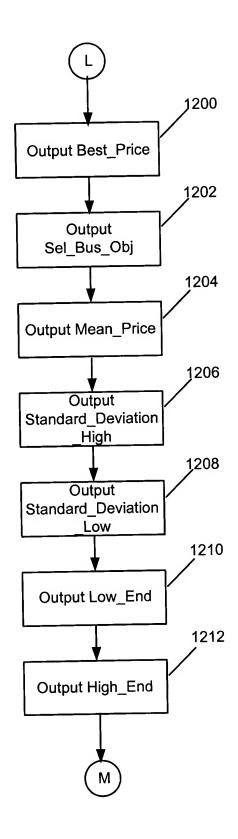


Fig 12B

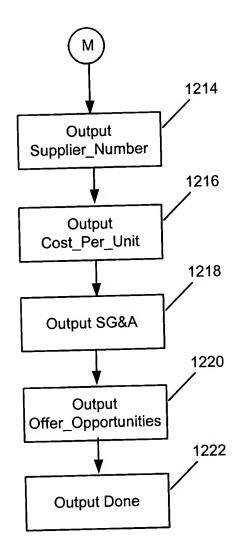


Fig 13

